

01/10/01

01-11-01

A

EXPRESS MAIL LABEL NO. EL563155807US

DOCKET NO. ARC9-2000-0048-US1



# UTILITY PATENT APPLICATION TRANSMITTAL

**ADDRESS TO:** Assistant Commissioner for Patents  
Box Patent Application  
Washington, D. C. 20231



Sir:

Transmitted herewith for filing is the patent application of:

**INVENTORS:** Kevin T. CAO, Daniel A. FORD and Reiner KRAFT

**TITLE:** *PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD  
WITH INTEGRATION OF PHYSICAL LOCATION USING GPS*

## ASSIGNEE INFORMATION PURSUANT TO 37 C.F.R. 1.76

**ASSIGNEE NAME:** INTERNATIONAL BUSINESS MACHINES CORPORATION  
**ASSIGNEE RESIDENCE:** ARMONK, NEW YORK

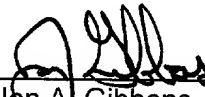
In connection with this application, the following are enclosed:

- ☒ Fee Transmittal Form
- ☒ 39 Pages of Specification, Claims and Abstract
- ☒ 22 Claims
- ☒ 7 Sheets of Drawings (FIGS. 1-7)
- ☒ Declaration, Power of Attorney
- ☒ Assignment recordation sheet w/Assignment to: International Business Machines Corporation
- ☒ Please direct all correspondence to Customer Number **23334**.

Respectfully submitted,

FLEIT, KAIN, GIBBONS, GUTMAN  
& BONGINI P.L.  
One Boca Commerce Center  
551 Northwest 77th Street, Suite 111  
Boca Raton, FL 33487  
(561) 989-9811  
(561) 989-9812 Fax

BY:

  
Jon A. Gibbons  
Reg. No. 37,333

01/10/01

U.S. PTO

EXPRESS MAIL LABEL NO. EL563155807US

DOCKET NO. ARC9-2000-0048-US1

## FEE TRANSMITTAL

Transmitted herewith for filing is the patent application of:

INVENTORS: Kevin T. CAO, Daniel A. FORD and Reiner KRAFT

**TITLE:** *PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD  
WITH INTEGRATION OF PHYSICAL LOCATION USING GPS*

The fee has been calculated as shown below. (Small entity fees indicated in parentheses.)

For	Number Filed		Number Extra	Rate Large (Small)	Basic Fee \$710 (\$355)
Total Claims	22	20	2	\$18 (\$9)	36
Independent Claims	6	3	3	\$80 (\$40)	240
Multiple Dependent Claims				\$270 (\$135)	0
Assignment Recording Fee				\$40	40
				<b>TOTAL FEE:</b>	<b>\$ 1026</b>


XX The Commissioner is hereby authorized to charge Deposit Account No. 09-0441 in the amount of \$1,026.00. A duplicate copy of this sheet is enclosed.

XX The Commissioner is hereby authorized to charge payments of (1) any additional filing fees required under 37 CFR 1.16, and/or (2) any patent application processing fees under 37 CFR 1.17 associated with this application or credit any overpayment to Deposit Account No. 09-0441.

Respectfully submitted,

FLEIT, KAIN, GIBBONS, GUTMAN  
& BONGINI P.L.  
One Boca Commerce Center  
551 Northwest 77th Street, Suite 111  
Boca Raton, FL 33487  
(561) 989-9811  
(561) 989-9812 Fax

BY:

  
Jon A. Gibbons  
Reg. No. 37,333

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: : Atty Docket: ARC9-2000-0048-US1  
Kevin T. CAO *et al.* : APPLICATIONS BRANCH  
Serial No. (not yet assigned) :  
Filed: HEREWITH :  
FOR: *PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD  
WITH INTEGRATION OF PHYSICAL LOCATION USING GPS*

**CERTIFICATE OF EXPRESS MAIL MAILING**

"Express Mail" Mailing Label No. **EL563155807US**  
Date of Deposit: **January 10, 2001**

Box Patent Application  
Assistant Commissioner for Patents  
Washington, D.C. 20231

SIR:

I hereby certify that

<u>X</u>	Application Transmittal
<u>X</u>	Fee Transmittal Form
<u>X</u>	Specification, Claims, Abstract
<u>X</u>	1 set of 7 sheets of drawings
<u>X</u>	Declaration and Power of Attorney
<u>X</u>	Assignment recordation sheet w/Assignment
<u>X</u>	Return postcard

are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and are addressed to:

Box Patent Application  
Assistant Commissioner for Patents  
Washington, D.C. 20231

1/10/01  
Date of Deposit

Kathleen Smith  
Name of person mailing papers  
Kathleen Smith  
Signature